



**K. RAO PODURI, M.D.**

*Professor and Chair, Department of  
Physical Medicine and Rehabilitation*

*Residency Program Director*

*Medical Director, Rehabilitation*

Dr. Poduri has extensive experience in the treatment of stroke, spinal cord injury, and chronic pain.

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*“Our future is bright. We are committed to making Physical Medicine and Rehabilitation at URMC the nationally-recognized provider of choice for rehabilitation. Your generosity can lead the way.”*

*-K. RAO PODURI, M.D.*

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*The*  
**MELIORA**  
CHALLENGE

THE CAMPAIGN *for the*  
UNIVERSITY OF ROCHESTER



*The rehabilitation teams: who we are  
and what we do*

At UR Medicine, the department of Physical Medicine and Rehabilitation is here to help you maximize your functional potential, regain your health, strength, and independence, and optimize your quality of life after a neurological or traumatic injury. Our multi-disciplinary teams provide you and your family with the treatments, unique services, and education to help you with your rehabilitation journey.

Our team approach begins at the inpatient level and continues through the outpatient clinic with treatment plans tailored to your individual needs, focusing on your recovery, with pain management, mobility, and functional daily living skills. Providing outstanding and innovative patient- and family centered-clinical care is our standard in “Medicine of the Highest Order.”

Physiatry, or physical medicine and rehabilitation, is one of the fastest growing specialties in the country. Our department is proud to have 12 residents in our program to make a difference in restoring your health, function, and quality of life. As future physiatrists, our residents are enthusiastic in learning the essentials of rehabilitation, and are also very involved in conducting research that may develop future treatments.

*With your generosity, we can continue to improve patient care here in Rochester and become a model across the country. Our vision is to create an endowment for our teams to advance education, drive state-of-the-art research, and develop additional patient- and family centered-programs.*

# Your gift helps us *provide state-of-the-art rehabilitation care*

Our goal is to provide the latest in rehabilitation care for our patients with stroke, spinal cord injury, traumatic brain injury, and other neurological conditions. Through your generous support, we can achieve our goals to provide ground-breaking treatments and services to our patients. Accomplishing these goals requires attracting and retaining the best and brightest faculty, residents, and staff to continue our mission. Here is a sampling of how you can help. Please join us.

## **ENDOWED PROFESSORSHIPS IN PHYSICAL MEDICINE AND REHABILITATION—\$1,500,000 to \$2,000,000**

Professorships honor acclaimed leaders who perform groundbreaking research, mentor junior faculty, and attract and train talented residents and medical students. They are among the most coveted and defining rewards that a faculty member can receive, recognizing and fostering excellence. Your professorship support for physical medicine and rehabilitation specialists will have a lasting effect on the innovative care provided by our faculty and trainees to our patients.

## **ENDOWED RESEARCH AND EDUCATION FUND—\$500,000 to \$1,000,000**

Our physicians, residents, nurses, and therapists have a legacy of working collaboratively across disciplines and conducting clinical research to improve people's health. Your support will provide continued access to cutting-edge educational and research endeavors.

## **STATE-OF-THE-ART PHYSICAL MEDICINE AND REHABILITATION FACILITIES—\$50,000 to \$250,000**

Traditionally, health care facilities were built with an emphasis on the functional delivery of health care. Today, we must provide the most advanced health care environments to improve rehabilitation care. You can help us by naming spaces such as the therapeutic gym, patient and family lounges, a conference room, a patient apartment, the nursing station, patient rooms, and/or a speech therapy room.

## **PATIENT- AND FAMILY-CENTERED CARE—\$15,000 to \$50,000**

We are committed to giving every patient and family the best experience possible. We truly believe that the best medical care is delivered when patients and family members feel like full partners in their health care. Your gift for our programs can help fund: continuing education opportunities for our nurses and care givers; or a community partnership to bridge the gap in services for our patients.

## **TECHNOLOGY TO IMPROVE PATIENT CARE—A WIDE RANGE OF OPPORTUNITIES ARE AVAILABLE**

The latest advancements in rehabilitation require a large spectrum of state-of-the-art equipment and technology to help patients retrain their movement and regain strength and function. Your support of technology-based equipment such as body-weight supported gait training devices and robotic equipment will improve patient mobility and enhance independence.



*"With belief, you can overcome any challenge."*

-Ricky Palermo,  
Former patient and  
advocate for the  
Department

**For more information** about how your gift can make an impact, please contact Jennifer Richardson at: (585) 273-5472 · [jennifer.richardson@rochester.edu](mailto:jennifer.richardson@rochester.edu)



**UR**  
**MEDICINE**

MEDICINE of THE HIGHEST ORDER